

Subject: ACTION ALERT: Join Governor Jerry Brown in saying NO to Measure S
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Date: 02/24/2017 10:19 AM
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CCA Action Alert



ACTION ALERT

Governor Jerry Brown joins coalition against Measure S

**Vote NO on
Measure S on
March 7**

Governor Brown: "I join with all those who say Measure S goes too far."

Join Governor Brown in denouncing Measure S. If passed, Measure S would halt most, if not all, much needed housing developments in Los Angeles, making the housing and homeless crises worse.



In less than two weeks, we Angelenos will have to opportunity to decide the future of our city. Here is the choice we face:

A) Protect the view from an office of a billionaire CEO, who has diverted more than \$20 million meant for HIV/AIDS healthcare to political campaigns he favored-including Measure S, which will:

- Cost taxpayers **\$70 million each year**- enough to hire over 1,000 new police officers or firefighters [1].
- Stop 90% of the city's planned permanent housing for the homeless and voter-approved measures to force developers to build more affordable housing [2].
- Destroy 12,000 jobs and eliminates \$640 million in wages **each year** [3].

OR:

B) Join the largest coalition in Los Angeles history to protect affordable and homeless housing by saying NO to Measure S.

Governor Jerry Brown
Mayor Eric Garcetti

For more information, contact CCA Managing Director of Legislative Affairs and Government Relations, Marie Rumsey.

Get the facts:

[1] [3] Beacon Economics, Measure S: Economic Policy Analysis (December 2016) - www.GoesTooFar.com/Report

[2] 90% of City of Los Angeles Request for qualifications / proposals for the affordable housing opportunity sites (July 25, 2016) require a General Plan Amendment to be built - Measure S blocks those housing sites from being built.

United Way of Greater Los Angeles
United Firefighters of Los Angeles City
Los Angeles Police Protective League
Downtown Women's Center
L.A. County Democratic Party
L.A. County Republican Party
L.A. County Federation of Labor, AFL-CIO
Los Angeles Chamber of Commerce
Southern California Association of Nonprofit Housing
Sherman Oaks Neighborhood Council
Los Angeles Daily News
Los Angeles Times
[See the full coalition here.](#)

The choice is easy. Los Angeles is facing a housing and homelessness crisis - now is not the time to ban housing and destroy jobs.

We urge every Angeleno to say NO on S on your mail-in ballots or at the polls on March 7.

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